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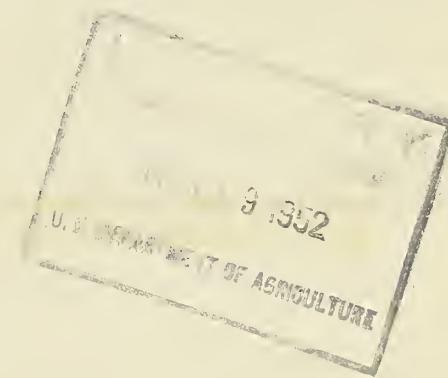
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN  
JANUARY 1952

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration



Washington, D. C.  
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Agriculture--Washington

## FOREWORD

This report presents data on consumer purchases during January 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
JANUARY 1952

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges, canned single strength orange juice and frozen concentrated orange juice during January 1952 were equivalent to 6,941,000 boxes of fruit, a record volume for any month since this series began in October 1949. Fresh orange purchases were slightly smaller than in January last year, while on a fresh equivalent basis purchases of frozen concentrated juice were 74 percent larger and those of canned single strength juice 23 percent larger. Prices paid for frozen concentrated orange juice were at a record low, and the average paid for canned juice was at a near record low. Prices paid for California-Arizona oranges were somewhat higher than a year ago but those of Florida oranges were slightly lower.

In January 1952, for the first time, data were reported on household purchases of canned orangeade--totaling 227,000 cases at an average price of 28.5 cents per 46-ounce can--and shelf-pack (or nonfrozen) orangeade base--totaling 181,000 gallons at an average price of 15.5 cents per 6-ounce can.

Householders purchased the equivalent of 2,900,000 boxes of grapefruit in the form of canned single strength and frozen concentrated grapefruit juices and fresh grapefruit in January. On a fresh equivalent basis, this represented an increase of nearly one-fifth, compared with December, but was slightly below the level of January a year ago. Purchases of each of these products were larger than in December but were smaller than in January 1951. The average price paid for grapefruit was slightly lower than in December but was about 13 percent higher than in January a year ago, while the average price for canned grapefruit juice was about 12 percent lower than a year ago.

Householders bought the equivalent of 283,000 boxes of lemons in the form of canned and frozen lemon juices, frozen and shelf-pack lemonade bases, and fresh lemons in January, slightly more than in December. Canned single strength juice and frozen lemonade base accounted for the increase.

Householders purchased 751,000 boxes of tangerines in January, a sharp decline from the preceding month and 8 percent less than in January 1951.

In January, householders bought 1,933 tons of dates, about 6 percent more than during this month in 1951. Most of the increase was in purchases of domestic dates. Prices paid for domestic dates averaged lower than a year ago, while those for imported dates were about the same.

Purchases of dried prunes totaled 5,884 tons, 23 percent more than in December and 10 percent larger than in January a year ago. Prices paid by consumers for dried prunes continued to decline slightly, averaging 25 cents per pound in January. Although prices householders paid for prune juice were unchanged from a year ago, purchases were 8 percent larger--equivalent to 396,000 cases.

### FROZEN JUICES AND ADE BASES

Householders purchased a record volume of 3,060,000 gallons of frozen concentrated orange juice during January 1952 (fig. 4). This represented an increase of 17 percent over purchases in December and was the first month in which purchases exceeded 3 million gallons. During January, consumers paid an average of 18.2 cents per 6-ounce can, about 1 cent less than in December and the lowest average price yet reported.

This increase in household purchases of frozen concentrated orange juice in January was in sharp contrast to the preceding 3 months, October-December 1951, when they remained almost unchanged at 2,600,000 gallons each month (fig. 4). The continued rapid growth of household purchases of frozen concentrated orange juice is illustrated by a comparison with August 1951, when a volume of 2 million gallons per month was first attained. Household purchases, therefore, have increased by about 50 percent in the past 6 months. During this period the average price paid by consumers declined steadily from 21.3 cents in August to 18.2 cents per 6-ounce can in January 1952.

The percentage of families buying frozen concentrated orange juice during January 1952 increased to 22.5 percent, the highest on record (table 1). The average size of purchases was also at a new high, 15.6 ounces per purchase.

Purchases of shelf-pack (or nonfrozen) orangeade base, reported for the first time in January 1952, totaled 181,000 gallons at an average price of 15.5 cents per 6-ounce can (table 1). Families buying during the month averaged about  $1\frac{1}{2}$  purchases each and bought an average of about 15 ounces per purchase.

Frozen lemonade base purchases by householders totaled 87,000 gallons during January 1952, about one-fifth larger than in the previous month but still below those in October or November (table 1). Purchases were made at an average price of 15.4 cents per 6-ounce can, slightly higher than in each of the preceding 3 months. Purchases averaged 11.3 ounces each, unchanged from December.

Householders bought 156,000 gallons of frozen concentrated grape juice during January, about 29 percent more than in December and almost double the amount bought in January 1951 (table 1). Prices paid by consumers averaged 22.7 cents per 6-ounce can, slightly less than in the previous month and 3 cents below the average in January a year ago.

### CANNED JUICES

Householders bought a total of 8,107,000 cases (equivalent No. 2 cans) of canned single strength juice in January 1952. This represented the largest volume of canned juice purchased in any month since this series began in October 1949 (table 2). About 53 percent of all families, a near record, made purchases of one or more of the canned juices during the month.

Household purchases of canned single strength orange juice in January amounted to 1,812,000 cases (equivalent No. 2 cans), almost one-third more than in December or in January 1951, and the largest volume of any of the canned juices purchased during the month (fig. 5). The average price paid by householders declined slightly, compared with December, to 26.6 cents per 46-ounce can and was 5 cents per can below the average paid last January. Sixteen percent of all families purchased canned orange juice in January, compared with 13.4 percent a year earlier.

For the first time, household purchases of canned orangeade were reported in January 1952 in addition to purchases of canned single strength orange juice (table 5). Householders bought 227,000 cases (equivalent No. 2 cans) of canned orangeade during the month, at an average price of 28.5 cents per 46-ounce can. Each buying family, on the average, purchased slightly over two 46-ounce cans during the month.

Consumers bought 1,068,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in January, almost one-fourth more than in December but slightly less than in January 1951 (fig. 5). About 10 percent of all families purchased grapefruit juice during the month at an average price of 24.0 cents per 46-ounce can, about 3 cents per can less than in January last year.

Household purchases of 528,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice in January were somewhat above the levels of the previous month and of January a year ago. The average price paid in January was 25.3 cents per 46-ounce can, 6 cents less than a year ago.

Householders bought 1,647,000 cases (equivalent No. 2 cans) of canned tomato juice in January (table 2). Except for February and March 1950, this was the largest volume of tomato juice purchased in any month since this series began. Nearly one-fifth of all families made purchases during the month, the largest proportion purchasing any of the canned single strength juices. Consumers paid an average of 28.3 cents per 46-ounce can for tomato juice in January, almost unchanged from the preceding month and from January a year ago.

Canned pineapple juice purchases by householders in January continued at the high level of recent months, amounting to 1,450,000 cases (equivalent No. 2 cans). Consumers paid an average of 29.1 cents per 46-ounce can in January, unchanged from December but nearly one-fourth below the average in January 1951 (table 2). Pineapple juice was purchased by 17 percent of all families during January. Except for November 1951, this was the largest proportion buying in any month since this series began.

Canned lemon juice purchases by householders amounted to the equivalent of 50,000 cases of No. 2 cans in January, 11 percent more than in December and 22 percent more than in January a year ago (table 2). The average price paid for canned lemon juice by householders remained unchanged from December, 10.1 cents per  $5\frac{1}{2}$ -ounce can.

Household purchases of prune juice amounted to the equivalent of 396,000 cases of No. 2 cans in January, 11 percent more than in December (fig. 9). The average price paid by householders, 32.3 cents per 32-ounce bottle, was almost unchanged from the preceding month or January a year ago.

#### FRESH CITRUS FRUITS

Householders purchased 3,101,000 boxes of oranges in January 1952, 4 percent less than in January 1951, but slightly more than in this month 2 years ago (fig.1). Of this total, those identified as California-Arizona oranges accounted for 974,000 boxes and those identified as Florida oranges, 1,565,000 boxes (fig. 6). Household purchases of California-Arizona oranges in January were moderately lower than in December or January 1951. Purchases of Florida oranges, on the other hand, were somewhat larger than in December and were only slightly below the record level in December of the two previous years. Oranges were purchased by 48 percent of all families during January; 21 percent reported buying California-Arizona oranges and 24 percent Florida oranges. Householders paid an average of 50 cents per dozen for California-Arizona oranges in January and 35 cents for Florida oranges.

Household purchases of grapefruit amounted to 1,732,000 boxes in January (fig.7). This was nearly one-fifth more than the volume purchased in December and was only slightly less than the record quantity purchased in January 1951. The average price paid by householders for grapefruit in January was 91 cents per dozen, slightly lower than in December but substantially higher than the 81 cents paid in January 1951. This increase over the average paid a year ago was accounted for by the substantially higher average price paid for California-Arizona grapefruit--80 cents per dozen compared with 68 cents--since the price of Florida grapefruit was practically the same as in January 1951 (table 3). About 31 percent of all families purchased fresh grapefruit during January, compared with 34 percent a year earlier.

Lemon purchases by householders amounted to 206,000 boxes in January, practically the same as in December but slightly more than in January 1951 (fig. 3). The average price paid by householders was 47 cents per dozen, slightly higher than in the preceding month or January 1951. Lemons were purchased by about 19 percent of all families during January, a somewhat smaller proportion than a year ago.

Householders purchased 751,000 boxes of tangerines in January, substantially less than the record of 1,132,000 boxes purchased in December and 8 percent less than in January 1951 (table 3). The average price paid was 35 cents per dozen, slightly higher than in December or in January 1951.

#### DRIED FRUITS

Date purchases by householders amounted to 1,933 tons in January 1952, about 6 percent more than in the same month last year (table 4). A 15 percent increase in purchases of domestic dates accounted for most of the gain, since the quantity of imported dates bought by householders was about the same as a year ago. Of the total date purchases in January 1952, those identified as domestic dates accounted for 939 tons, and those identified as imported dates, 559 tons. Prices paid for domestic dates averaged 29.3 cents per pound, about 2.5 cents less than in January 1951, while the 46 cents per pound paid for imported dates was about the same as a year ago (fig. 10). For the 4 months October 1951-January 1952, total date purchases were about 10 percent larger than in this period last season.

During January, householders bought 5,884 tons of dried prunes, 10 percent more than in January 1951 and 23 percent more than in December (fig. 9). Purchases were made at an average of 25 cents per pound, compared with 26.6 cents during January 1951. The average price paid has declined slightly each month since August, when the average was 27.3 cents per pound. For the period October 1951-January 1952, household purchases were slightly larger than in the same period a year ago, although prices averaged about the same.

Householders purchased 607 tons of dried apricots in January 1952, about one-fifth less than during the same month last year (table 4). Prices paid by consumers in January averaged 61.4 cents per pound, over 5 cents higher than a year ago. The average price paid each month from October 1951 through January 1952 was considerably above that of the corresponding months last season. Purchases during this period were about 5 percent lower.

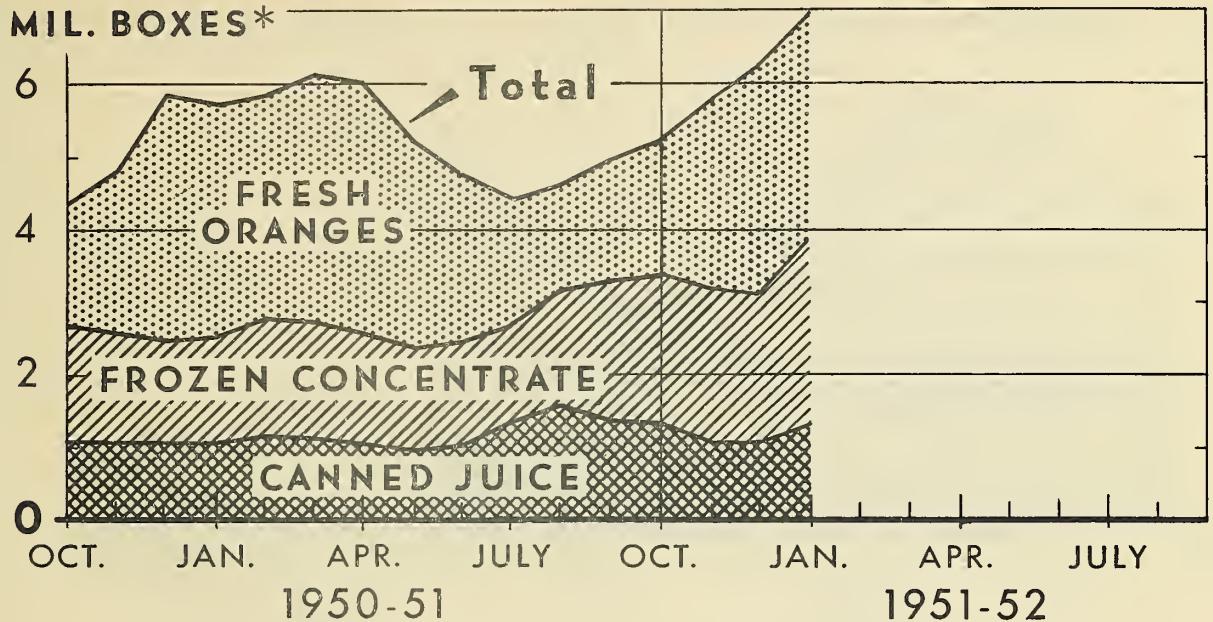
Household purchases of dried peaches in January 1952 were 396 tons, about one-fifth more than in January a year ago. Prices paid averaged 42.6 cents per pound, almost unchanged from January 1951 (table 4). The average price, however, was 1.7 cents per pound more than in December. For the period October 1951-January 1952, purchases totaled 17 percent more than in these months last season, while prices paid, except in January, averaged slightly higher than a year earlier.

Mixed dried fruit purchases by householders totaled 258 tons in January 1952, an increase over those of January 1951 and the previous month. The average price paid was unchanged from the December level and was slightly higher than a year ago. For the months October 1951-January 1952, household purchases were about 8 percent larger than in this period of the previous season.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES\*



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single-strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,083	3,375	1,619	1,600	1,119	1,111	5,813	6,094
March	18,498		10,044		7,058		35,600	
October-March 3/								
April		3,401		1,546		1,043		5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,142		14,892		67,989

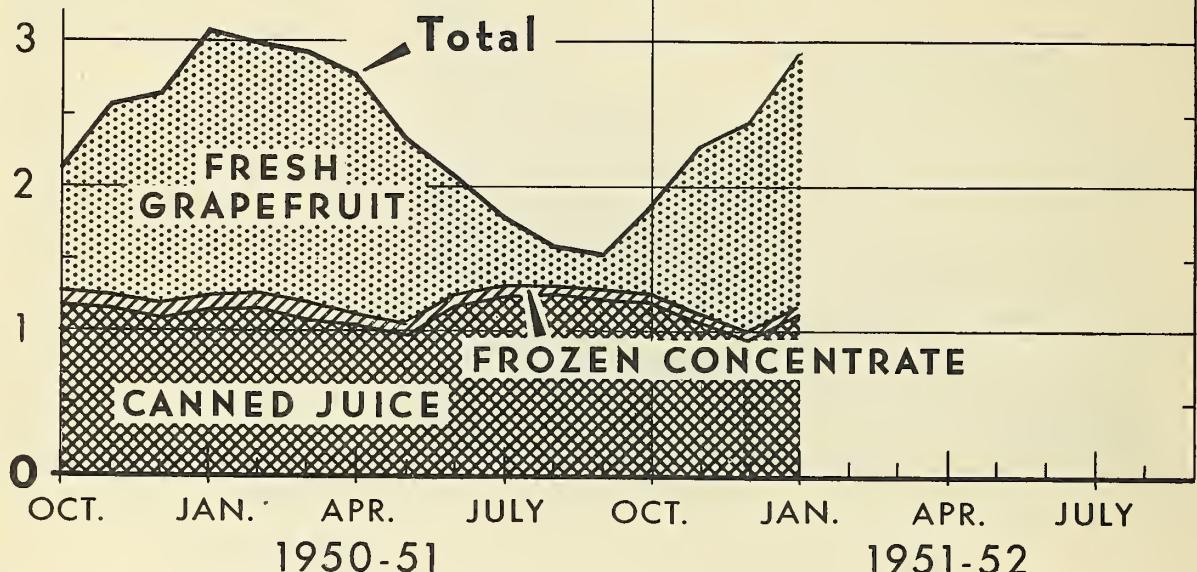
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

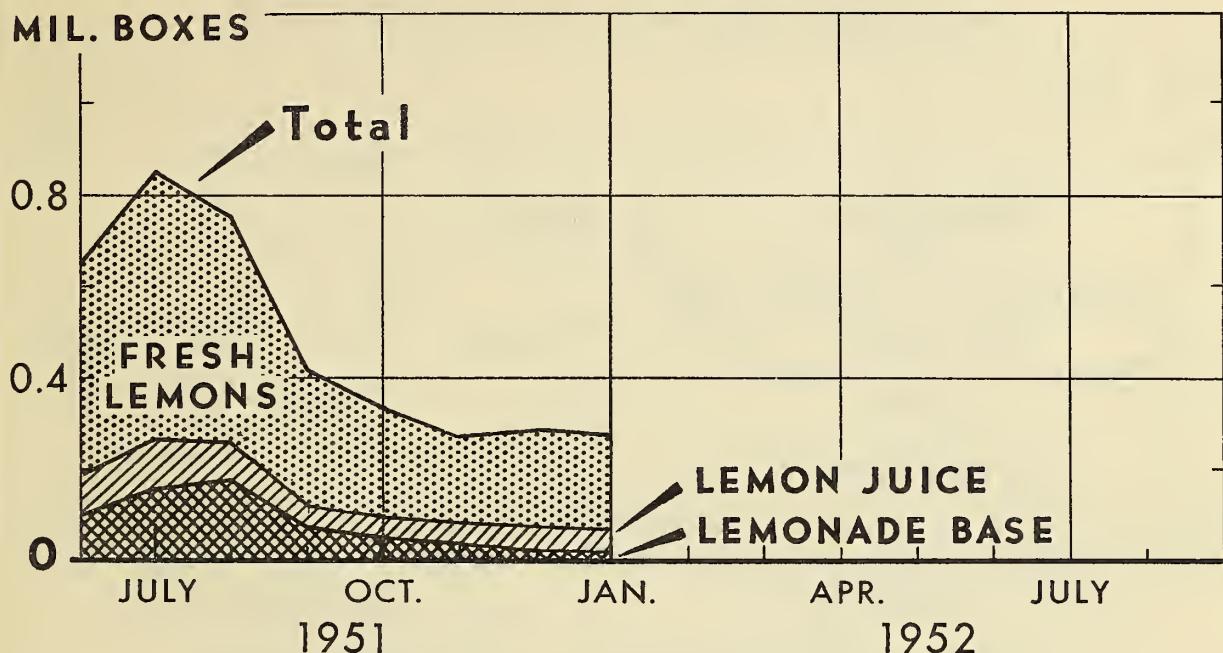
Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	: boxes	: boxes	: boxes	: boxes	: boxes	: boxes	: boxes	: boxes
October	: 606	: 830	: 66	: 105	: 1,201	: 1,181	: 1,873	: 2,116
November	: 1,182	: 1,319	: 57	: 98	: 1,055	: 1,151	: 2,294	: 2,568
December	: 1,453	: 1,425	: 57	: 102	: 934	: 1,096	: 2,444	: 2,623
October-December 3/	: 3,638	: 3,925	: 200	: 335	: 3,478	: 3,756	: 7,316	: 8,016
January	: 1,732	: 1,810	: 58	: 101	: 1,110	: 1,139	: 2,900	: 3,050
February	: 1,709			: 107		: 1,152		: 2,968
March	: 1,713			: 125		: 1,081		: 2,919
October-March 3/	: 9,687			: 698		: 7,431		: 17,816
April		: 1,660		: 87		: 1,017		: 2,764
May		: 1,263		: 82		: 969		: 2,314
June		: 804		: 94		: 1,155		: 2,053
October-June 3/		: 13,687		: 989		: 10,847		: 25,523
July		: 455		: 84		: 1,232		: 1,771
August		: 267		: 70		: 1,247		: 1,584
September		: 216		: 73		: 1,217		: 1,536
Season 3/		: 14,745		: 1,236		: 14,873		: 30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

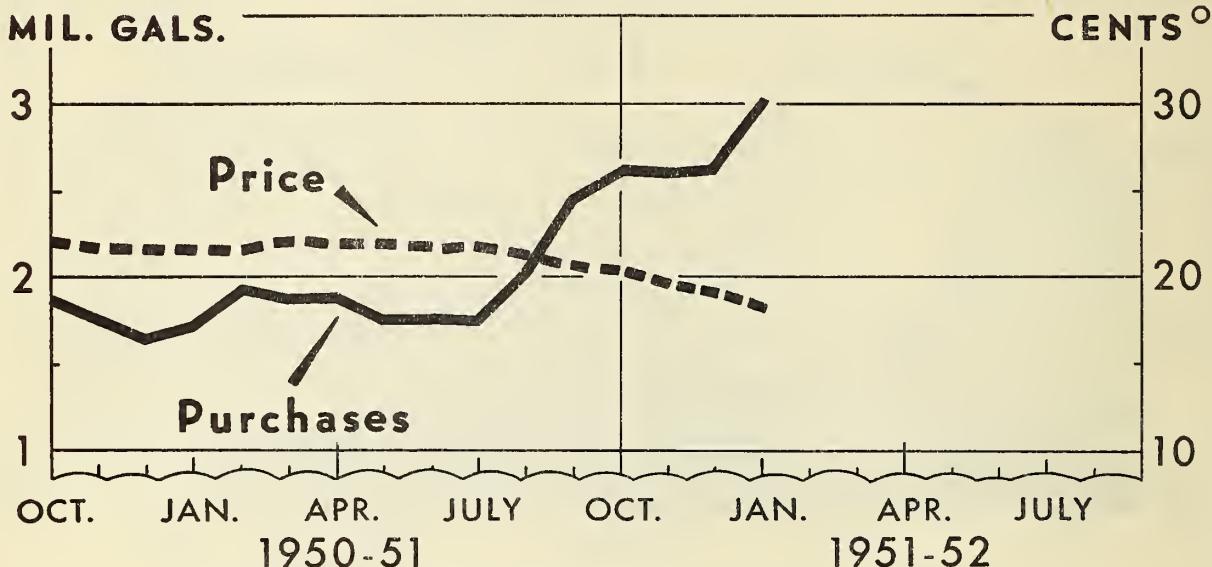
Period	Lemon	Lemonade bases			Fresh	Total
	juice	1,000 boxes		1,000 boxes	lemons	1,000 boxes
	1/	Frozen	Shelf pack	Total	1,000 boxes	1,000 boxes
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	413
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December 2/	153	92	19	111	683	947
	160		14	106		949
1952						
January	53	22	2	24	206	283
February						
March						
October-March						
April						
May						
June						
October-June						

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

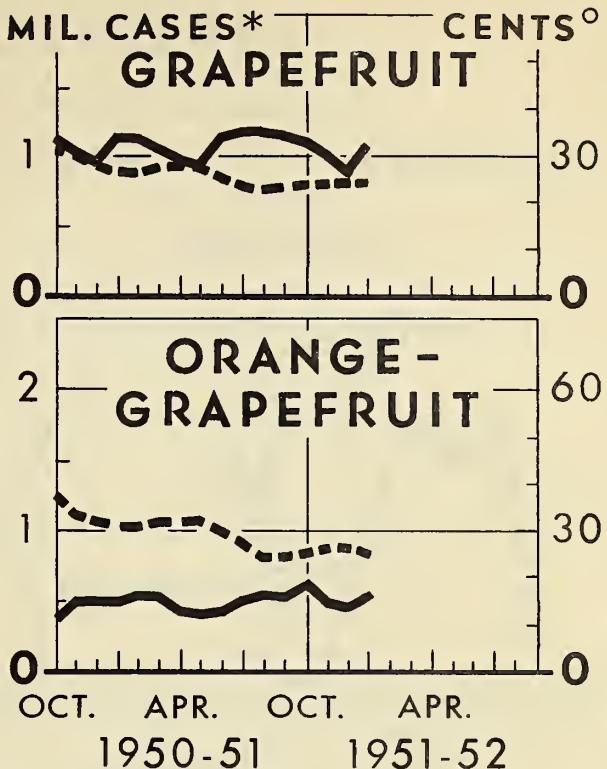
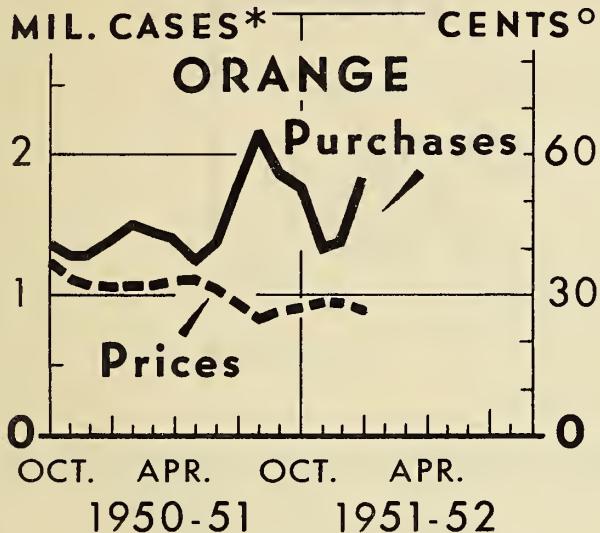
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February		1,917		21.5
March		1,872		22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

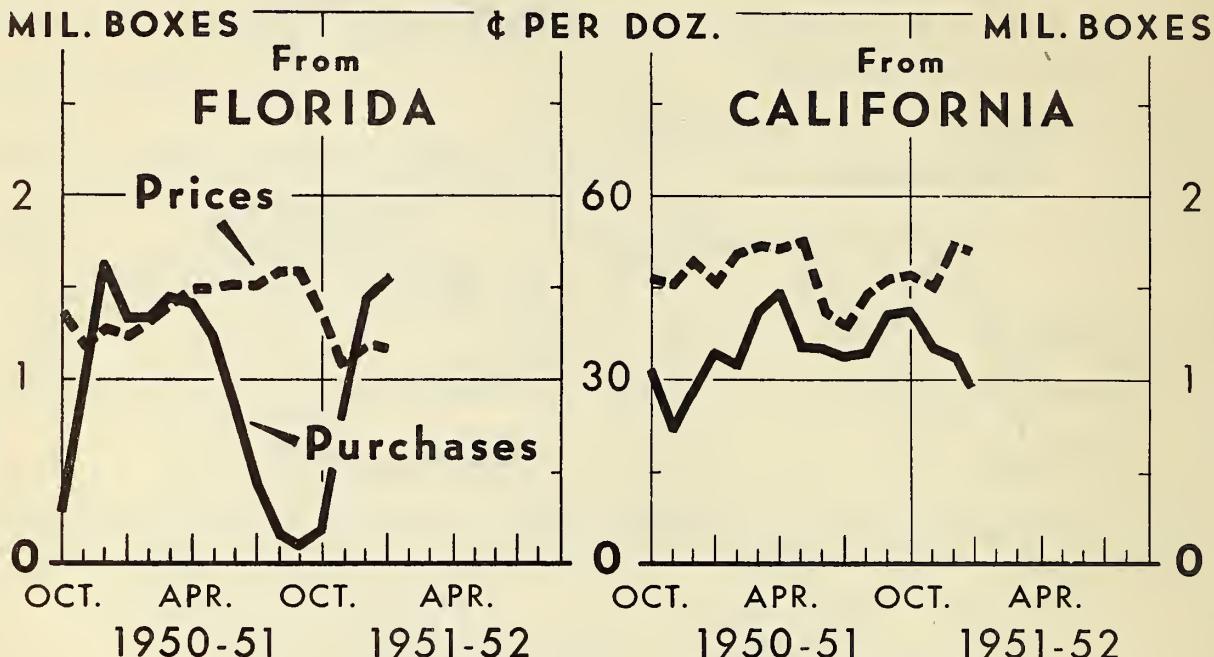
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1,000 cases 1/	1,000 cases 1/	cents	cents	1,000 cases 1/	1,000 cases 1/	cents	cents	1,000 cases 1/	1,000 cases 1/	cents	cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	1,490			32.0	1,135		27.0		536		30.7	
March	1,456			32.3	1,049		27.8		537		31.8	
October-March 2/	8,931				7,012				3,193			
April		1,403		33.2		975		28.4		429		32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

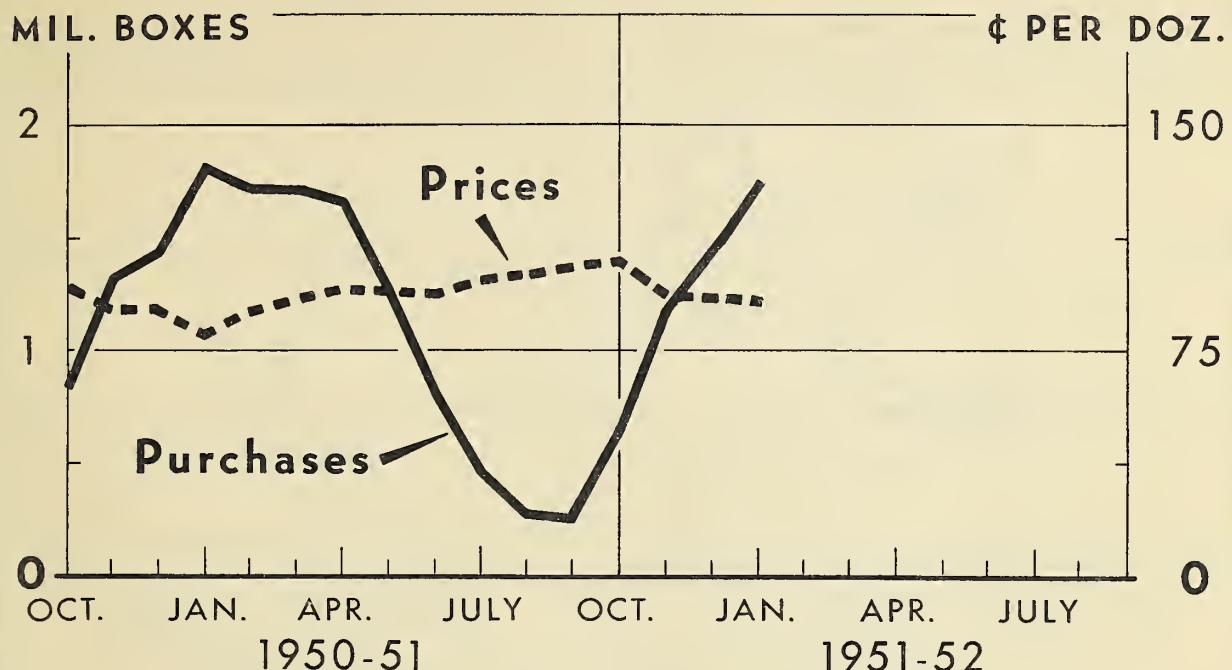
Fig. 6.—Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,168	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February		1,327		39.4		1,074		50.7
March		1,451		42.1		1,370		52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

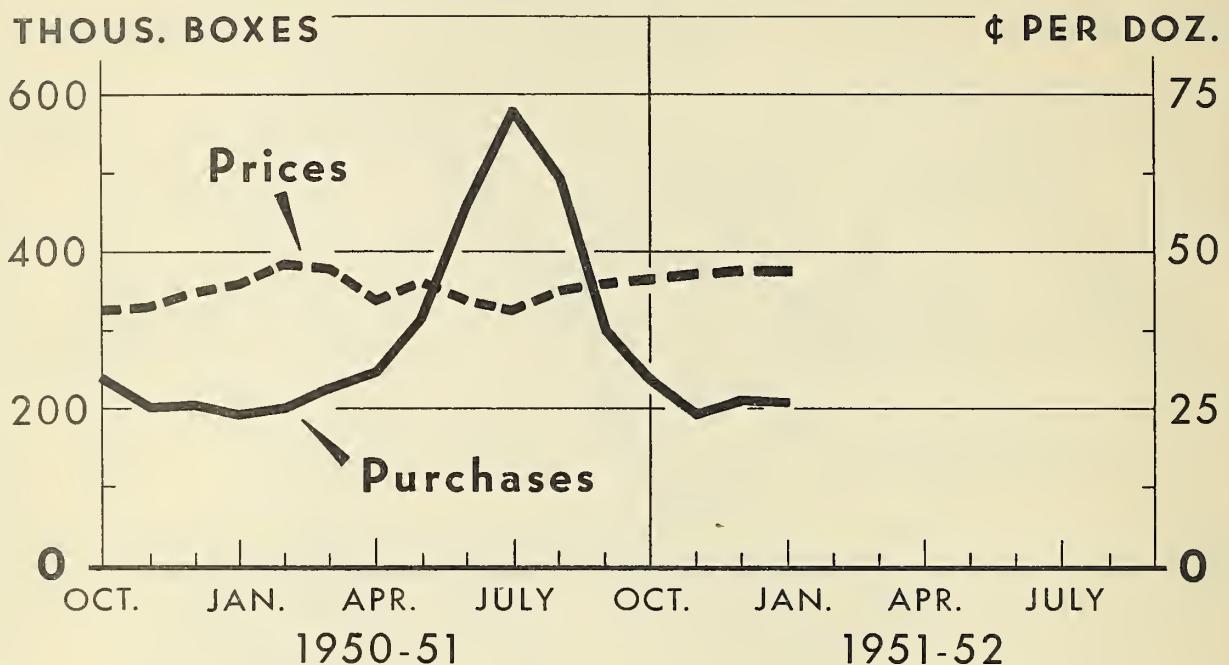
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February		1,709		87.3
March		1,713		91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

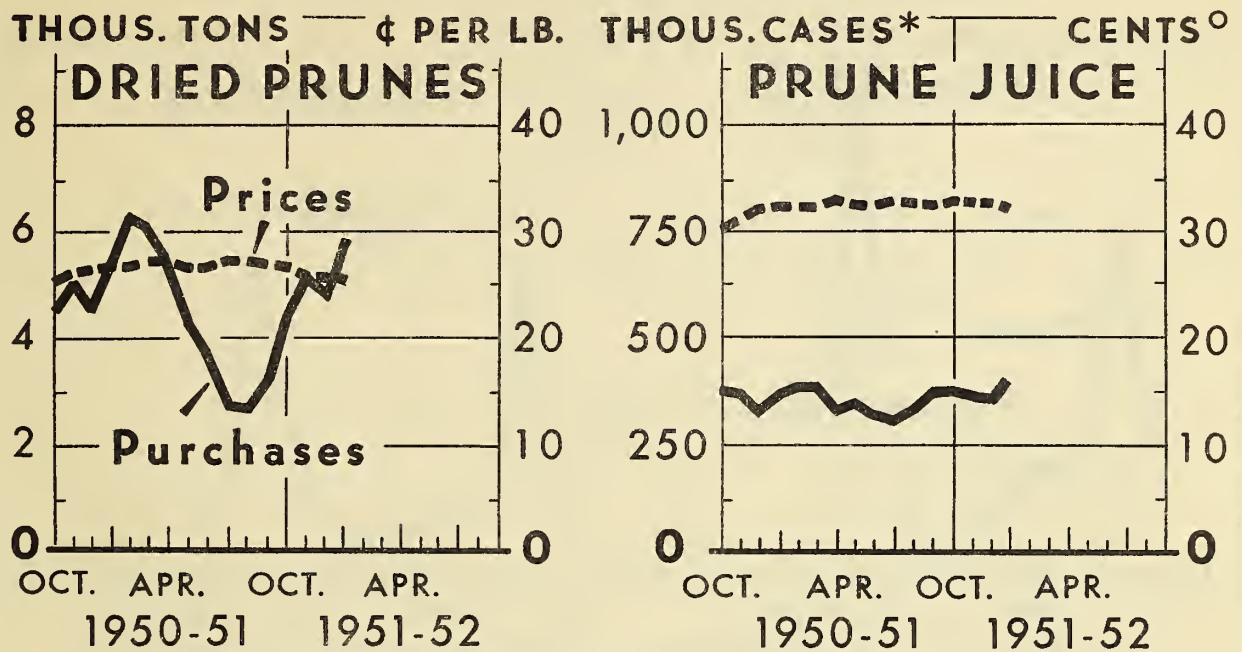
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October-December 1/	683	691		
January	206	193	47.4	44.8
February		200		48.1
March		224		46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24#2's      0 CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

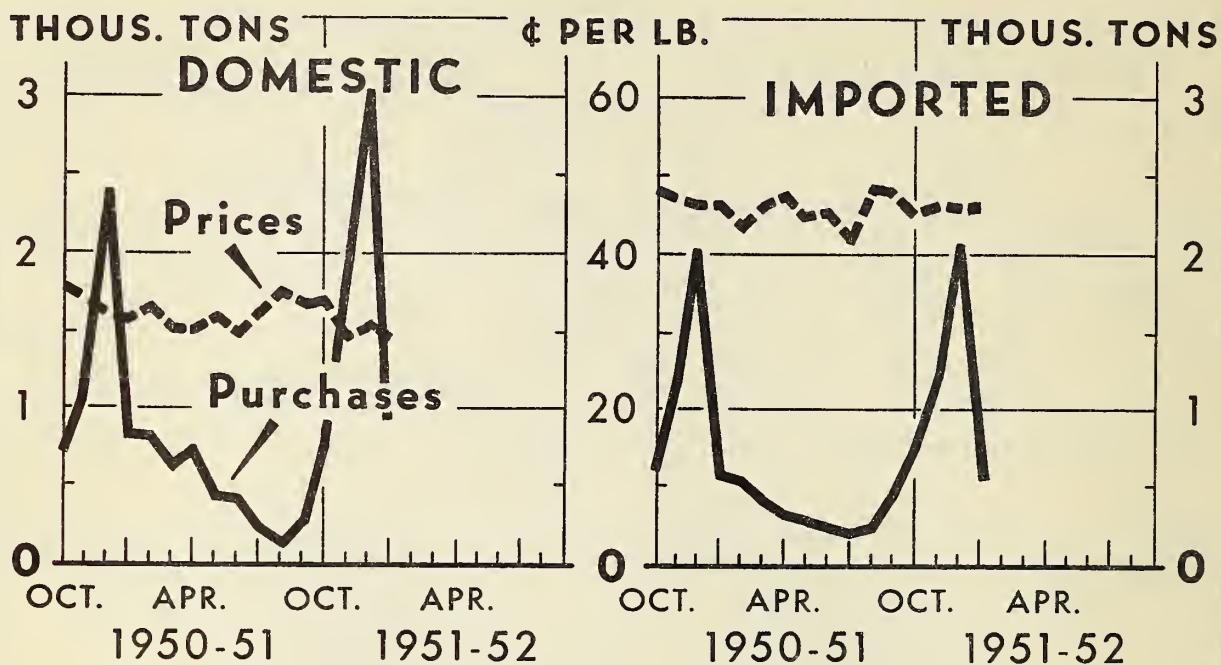
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
October	Tons	Tons	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,511	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February		6,318		26.7		387		32.3
March		6,075		27.1		386		32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,011	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February		824		32.8		537		43.6
March		625		30.3		410		46.4
October-March 1/		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		260		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		111		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices and ade bases: U. S. total consumer purchases, percentage of families buying, and average prices, January 1952, December 1951, and January 1951 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per 6-oz. can
	1,000 gallons	Percent	Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
January 1952	3,060	22.5	18.2
December 1951	2,619	20.7	19.1
January 1951	1,716	16.7	21.6
Grape juice			
January 1952	156	3.2	22.7
December 1951	121	2.5	23.3
January 1951	80	1.9	25.7
Total 2/			
January 1952	3,363	23.9	
December 1951	2,888	21.9	
January 1951	2,009	18.5	
<u>Ade bases</u>			
Frozen			
Lemonade base			
January 1952	87	1.4	15.4
December 1951	72	1.2	14.3
Shelf pack			
Orangeade base			
January 1952	181	2.3	15.5

1/ Each month represents a 4-week period.

2/ Total includes purchase of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, January 1952, December 1951, and January 1951 1/

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
January 1952	1,812	16.0	26.6
December 1951	1,377	13.5	28.2
January 1951	1,368	13.4	31.5
Grapefruit			
January 1952	1,068	10.5	24.0
December 1951	868	8.7	23.8
January 1951	1,138	11.8	27.3
Orange-grapefruit blend			
January 1952	528	5.8	25.3
December 1951	448	4.9	25.8
January 1951	499	6.0	31.1
Lemon			
January 1952	50	2.6	10.1
December 1951	45	2.1	10.1
January 1951	41	2.2	11.8
Tomato			
January 1952	1,647	19.8	28.3
December 1951	1,572	18.9	28.2
January 1951	1,580	19.5	28.0
Pineapple			
January 1952	1,450	17.0	29.1
December 1951	1,362	16.2	29.1
January 1951	892	13.3	37.7
Prune			
January 1952	396	6.4	32.3
December 1951	357	5.7	32.5
January 1951	368	5.6	32.2
Total 3/			
January 1952	8,107	53.4	
December 1951	7,037	50.2	
January 1951	6,849	49.4	

1/ Each month represents a 4-week period.

2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, January 1952, December 1951, and January 1951 1/

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying		Average price per dozen Cents
		Percent	Percent	
Oranges				
California-Arizona				
January 1952	974	20.7		50.5
December 1951	1,116	24.6		50.8
January 1951	1,152	22.7		45.9
Florida				
January 1952	1,565	24.2		34.6
December 1951	1,468	26.6		34.8
January 1951	1,333	21.7		36.8
Total 2/				
January 1952	3,101	48.5		40.4
December 1951	3,127	55.6		40.9
January 1951	3,216	50.4		39.7
Grapefruit				
California-Arizona				
January 1952	214	4.0		80.4
December 1951	162	3.4		88.9
January 1951	201	3.7		67.5
Florida				
January 1952	911	16.8		91.1
December 1951	813	15.3		91.1
January 1951	663	13.2		91.5
Total 3/				
January 1952	1,732	31.0		90.7
December 1951	1,453	28.2		92.4
January 1951	1,810	33.9		80.6
Lemons				
January 1952	206	18.9		47.4
December 1951	209	19.4		46.8
January 1951	193	20.6		44.8
Tangerines				
January 1952	751	15.4		35.2
December 1951	1,132	23.4		33.0
January 1951	818	18.5		29.9

1/ Each month represents a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Table 4.—Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, January 1952, December 1951, and January 1951 1/

Commodity	Consumer purchases	Percentage of families buying		Average price per pound
		Tons	Percent	
Apricots				
January 1952	607	3.1	61.4	
December 1951	561	3.0	62.5	
January 1951	760	3.2	56.0	
Dates				
Domestic				
January 1952	939	3.2	29.3	
December 1951	3,041	7.5	30.6	
January 1951	815	3.0	31.7	
Imported				
January 1952	559	3.4	46.0	
December 1951	2,069	10.9	45.7	
January 1951	562	3.5	46.6	
Total 2/				
January 1952	1,933	7.5	33.9	
December 1951	6,407	20.6	34.6	
January 1951	1,831	7.4	34.3	
Peaches				
January 1952	396	1.8	42.6	
December 1951	263	1.3	40.9	
January 1951	326	1.5	42.7	
Prunes				
January 1952	5,884	15.1	25.0	
December 1951	4,793	12.2	25.4	
January 1951	5,364	14.4	26.6	

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.—Canned single strength juices and ades: U. S. total consumer purchases and average prices, January 1952 (4-week period)

Commodity	Purchases			Average prices		
	Percentage of all families buying:	Total all families	Average per family: buying	Size of average purchase:	Per unit	Per equivalent can
		Percent	1,000 cases	Number	Ounces	Cents
<b>Canned juices</b>						
Orange	16.0	1,812	1.7	64.9	46 oz.	26.6
Grapefruit	10.5	1,068	1.6	62.5	46 oz.	24.0
Orange-gpft. blend	5.8	528	1.5	59.9	46 oz.	25.3
Tangerine	2.1	144	1.2	53.2	46 oz.	22.3
Lemon	2.6	50	1.4	12.8	5½-6 oz.	10.1
Apple	3.9	299	1.7	46.2	32 oz.	22.3
Grape	4.6	211	1.1	31.4	32 oz.	36.3
Pineapple	17.0	1,450	1.6	49.6	46 oz.	29.1
Prune	6.4	396	1.7	35.0	32 oz.	32.3
Tomato	19.8	1,647	1.7	47.3	46 oz.	28.3
Vegetable combination	3.8	206	1.3	38.7	46 oz.	40.1
Other juices	2/	296	2/	34.3	46 oz.	37.2
Total	53.4	8,107	3.0	50.0		12.3
<b>Canned ades</b>						
Orangeade		2.2	227	1.7	59.7	46 oz.
						28.5
						11.6

1/ Equivalent cases of No. 2 cans, 432 ounces per case.  
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, January 1952 (4-week period)

Commodity	Percentage of all: families buying: Percent	Total all: 1,000 gallons	Average per family: Number	Size of aver- age purchase: Ounces	Purchases	Average prices per actual unit Size Cents		
						Size of aver- age purchase: Ounces	Average per family: Number	Average per unit
<u>Frozen concentrated juices</u>								
Orange	22.5	3,060	2.5	15.6	6	6 oz.	18.2	
Grape	3.2	156	1.6	9.0	6	6 oz.	22.7	
Grapefruit <sup>1/</sup>	-	-	-	-	-	-	-	
Orange-grapefruit blend <sup>1/</sup>	-	-	-	-	-	-	-	
Other concentrates	2/	48	2/	11.3	6	6 oz.	17.9	
Total	23.9	3,363	2.7	14.8				
<u>Ade bases</u>								
Lemonade					1.6	11.3	6 oz.	15.4
Frozen	1.4	87						

<sup>1/</sup> Too few purchases reported for analysis. Purchases are included in total.  
<sup>2/</sup> Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, January 1952 (4-week period)

Commodity	Percentage of all families buying	Total 1,000 boxes	Purchases	Average per family	Size of average purchase	Average price per dozen
	Percent	Percent	Number	Units	Units	Cents
Oranges						
California-Arizona	20.7	974	1.9	11.0	50.5	
Florida	24.2	1,565	2.2	13.8	34.6	
Texas 1/	-	-	-	-	-	
Unidentified	12.8	524	1.6	11.6	39.5	
Total	48.5	3,101 2/	2.4	12.4	40.4	
Grapefruit						
California-Arizona	4.0	214	1.6	4.9	80.4	
Florida	16.8	911	2.0	4.4	91.1	
Texas 1/	-	-	-	-	-	
Unidentified	12.1	488	1.6	4.1	92.9	
Total	31.0	1,732 2/	2.1	4.3	90.7	
Tangerines						
	15.4	751	1.7	10.5	35.2	
Lemons						
	18.9	206	1.6	5.3	47.4	
Limes 1/			-	-	-	
Total		645	3.7	9.1	46.8	

1/ Too few purchases reported for analysis.

2/ Includes small amount of purchases of Texas fruit.

3/ Total does not include small purchases of limes.

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, January 1952 (4-week period)

Commodity	Percentage of all families buying:	Total	Average per buying family:	Size of average purchase:	Average price per pound:
Dates	Percent	Tons	Number	Ounces	Cents
Apricots	3.1	607	1.2	12.3	61.4
Dates	3.2	939	1.2	17.0	29.3
Imported	3.4	559	1.1	10.4	46.0
Unidentified	1.0	435	1.3	23.3	27.4
Total	7.5	1,933	1.2	15.0	33.9
Mixed dried fruit	1.2	258	1.2	12.9	40.1
Peaches	1.8	396	1.2	13.9	42.6
Prunes	15.1	5,884	1.3	22.4	25.0

Source: National Consumer Panel of Industrial Surveys Company